

International Summer Mixer

DATE: Thursday, August 14, 2025

LOCATION: Irvine, California, US

Event Description

International Summer Mixer is a premier expos event in Irvine. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 44/100

Expected Attendance: 482 people

Event ID: 6HF5qKNwMr9Hhq7QC

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 193 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.